

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2503
ANSWERED ON:04.12.2007
GROWTH OF ADVERTISING INDUSTRY
Singh Shri Suraj;Suman Shri Ramji Lal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the advertising industry has been witnessing a high growth rate in the country during the previous years;
- (b) if so, the average annual growth rate during each of the last three years, till date;
- (c) the total value of business transacted during the said period; and
- (d) the details of financial incentives provided by the Government for promotion of this industry during the said period?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a), (b), (c) & (d): The Ministry of Information & Broadcasting is the nodal Ministry for dissemination of information to the masses regarding Government's developmental plans and policies. This Ministry's Media Unit –Directorate of Advertising and Visual Publicity – caters to the communication needs of all Central Ministries/ Departments. As such information in respect of the whole advertisement industry through out the country is not centrally maintained in this Ministry.